

MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 HOUSEHOLDS BY SPECIFIED CATEGORIES																		MAR. 21-27, 1988																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
DAY	TIME	DUR	NET	NO. OF T/C	A V G. A U D. %	S H %	A V G. A U D. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N						M E N						T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
								PERS	WOMEN			18-49	18- 18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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GOD BLESS THE CHILD		A	15.8	24	1400	1681	333	271	116	872	322	555	495	406	264	485	178	288	248	213	162	173	93	151	97
9.00 - 9.30		A	17.5	27	1551	1613	338	273	113	872	332	568	512	410	248	466	176	290	260	206	145	156	91	119	72
9.30 - 10.00		A	18.6	30	1648	1592	341	267	111	882	327	578	529	425	242	468	188	301	269	205	135	146	89	96	59
10.00 - 10.30		A	18.7	33	1657	1583	332	260	106	883	331	573	519	421	247	479	180	303	277	223	141	135	81	86	58
ABC SUNDAY NIGHT MOVIE(R)		B	14.2	20	1081	1674	351	282	117	737	338	498	433	306	185	641	329	495	414	258	100	166	73	129	82
SUN 9.00P 137 ABC	1	C	14.6	23	1292	1768	325	266	84	737	338	498	433	306	185	641	329	495	414	258	100	166	73	129	82
Tootsie	7									759	286	490	456	359	211	739	289	505	468	365	175	134	58	136	84
TOOTSIE		A	11.3	17	1001	1756	365	296	133	741	338	498	444	317	185	668	313	494	435	290	118	178	62^	169	112
9.00 - 9.30		A	12.4	19	1099	1709	375	304	123	742	339	503	446	318	179	640	336	495	415	254	99	181	63	147	92
9.30 - 10.00		A	12.5	20	1108	1682	339	273	114	738	339	502	429	300	186	639	335	503	409	252	94	180	86	125	84
10.00 - 10.30		A	11.9	20	1054	1634	337	265	108	737	340	489	417	296	196	638	339	494	405	241	102	155	89	103	64
10.30 - 11.00		A	13.4	27	1187	1549	334	270	102	727	332	494	433	298	177	613	314	482	406	254	86	119	58	89	49^
ADVENTURES-BEANS BAXTER(R)		A	1.8	3	159	1778	271^	236^	103v	523	299^	471	367^	212^	30v	435	160^	324^	323^	241^	64v	254^	119^	566	454
SAT 9.00P 30 FOX	1	B	1.8	3	159	1778	271^	236^	103v	523	299^	471	367^	212^	30v	435	160^	324^	323^	241^	64v	254^	119^	566	454
112 80 CS	22	C	2.1	4	188	1765	214	184	65^	482	240	382	312	212	79^	547	285	436	360	220	78^	310	141	426	312
ALF MON		A	19.6	30	1737	1899	283	249	91	700	288	486	422	300	176	517	254	409	343	214	78	267	116	415	283
8.00P 30 NBC	1	B	19.6	30	1737	1899	283	249	91	700	288	486	422	300	176	517	254	409	343	214	78	267	116	415	283
205 99 CS	25	C	18.9	29	1678	1936	315	266	100	734	316	509	447	304	181	521	245	402	347	229	94	237	110	444	287
AMEN(R) CONT'D		A	15.9	28	1409	1705	308	232	76	818	247	433	398	347	339	447	175	264	221	173	164	205	135	236	156

CONT'D

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME											K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	MAR. 21-27, 1988																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
DAY	TIME	DUR	NET #STNS	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
									PERS	WOMEN		LOH	18-49	18- W/CH	18- 34	18- 49	25- 34	35- 44	45- 54	55+	TOTAL	18- 34	18- 49	25- 34	35- 44	45- 54	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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MAR. 21-27, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
DAY	TIME	DUR	NET #STNS CVG%	NO. OF TYPE T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN									
									PERS	WOMEN		18-	18-	25-	35-	18-	18-	25-	35-	TOTAL	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-									
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11					
EVENING CONT'D									A	9.8	21	868	1477	214	146	43^	471	126	253	249	237	185	845	324	554	512	387	224	100	34^	60^	34^	
CBS NCAA BSKBL CHMP TH 2(S)									A	11.4	20	1010	1476	228	162	37^	485	118	257	255	251	193	806	273	511	508	399	218	120	37^	66	37^	
THU 10.07P 145 CBS									A	11.3	21	1001	1498	227	159	44^	481	116	262	262	258	183	840	301	545	516	401	224	103	29^	74	43^	
210 99 SE									A	10.1	20	895	1474	207	143	46^	456	124	255	245	229	171	847	321	561	508	392	218	107	36^	64^	30^	
OKLA VS L'VILLE/TEMPLE VS RICH									A	9.0	22	797	1458	196	118	40^	465	131	235	226	219	200	859	353	557	486	363	243	84	36^	50^	29^	
10.00 - 10.30									A	7.9	23	700	1452	207	141	42^	456	142	246	247	221	176	871	379	597	539	374	213	84^	32^	42^	31^	
10.30 - 11.00									A	6.5	22	576	1440	239	168	72^	569	191	310	293	251	208	778	313	499	479	332	216	63^	24^	29^	12^	
11.00 - 11.30									A	9.7	18	859	1546	271	208	33^	606	140	313	333	316	234	782	269	457	432	349	273	71^	24^	87	57^	
11.30 - 12.00									A	8.3	16	735	1542	251	197	28^	642	118	300	325	346	281	730	229	391	358	315	300	77^	35^	94	56^	
12.00 - 12.30																																	
12.30 - 1.00																																	
CBS NCAA BSKBL CHMP FR 1(S)																																	
FRI 8.00P 128 CBS																																	
210 99 SE																																	
MICHIGAN VS UNC																																	
KANSAS VS VANDERBILT																																	
8.00 - 8.30																																	
8.30 - 9.00									A	9.0	16	797	1555	274	209	30^	606	125	301	328	321	246	803	269	451	421	354	294	72^	21^	73^	46^	
9.00 - 9.30									A	9.8	18	868	1562	284	220	36^	622	158	317	344	303	242	790	272	453	430	352	281	58^	17^	92	63^	
9.30 - 10.00									A	11.4	20	1010	1567	282	216	32^	593	152	334	342	316	202	808	291	507	492	375	246	76	24^	91	62^	
10.00 - 10.30									A	10.0	18	886	1584	257	195	55^	578	154	342	342	310	182	804	292	517	490	377	235	84	26^	118	77	
CBS NCAA BSKBL CHMP FR 2(S)									A	8.6	18	762	1598	248	189	62^	558	169	333	324	274	182	859	319	573	547	406	236	106	51^	75^	49^	
FRI 10.07P 145 CBS																																	
211 99 SE																																	
PURDUE VS KANSAS ST/ARIZ VS IOWA									A	9.1	17	806	1611	245	187	48^	566	161	343	342	297	172	851	298	568	550	421	229	102	41^	92	60^	
10.00 - 10.30									A	8.9	17	789	1635	233	178	58^	552	153	335	327	288	171	892	325	596	587	433	232	105	49^	87	55^	
10.30 - 11.00									A	8.9	18	789	1611	234	185	61^	540	157	322	307	261	184	882	322	595	572	430	240	116	60^	74^	54^	
11.00 - 11.30									A	9.7	22	859	1636	255	192	68^	579	177	346	335	283	196	872	324	590	556	414	239	123	65^	61^	39^	
11.30 - 12.00									A	6.5	18	576	1529	290	213	74^	569	211	327	320	246	191	813	337	522	470	331	252	77^	31^	69^	42^	
12.00 - 12.30									A	5.4	17	478	1346	254	188	72^	565	188	312	317	246	210	651	258	445	398	274	179	61^	24^	70^	49^	
12.30 - 1.00																																	
S SUNDAY MOVIE									A	20.7	33	1834	1774	302	221	51	790	244	449	411	402	279	730	237	423	392	357	249	131	56	123	80	
SUN 9.00P 120 CBS									B	20.7	33	1834	1774	302	221	51	790	244	449	411	402	279	730	237	423	392	357	249	131	56	123	80	
209 98 FF 25									C	17.5	27	1548	1652	337	241	61	868	221	440	441	438	357	611	157	311	315	322	247	83	40	90	55	
TOO YOUNG THE HERO																																	
9.00 - 9.30									A	19.5	30	1728	1754	297	207	47	795	226	422	397	411	306	699	201	380	361	353	263	122	52	137	81	
9.30 - 10.00									A	20.3	32	1799	1776	309	224	45	798	248	450	411	405	285	717	230	405	377	352	254	132	59	128	84	
10.00 - 10.30									A	21.7	36	1923	1774	301	224	52	785	249	455	410	397	270	735	249	442	406	355	237	134	58	120	78	
CONT'D																																	

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DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN											
								PERS	WOMEN	18-49		LOH	18-49	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11	
EVENING CONT'D											A	21.4	37	1896	1784	300	227	59	778	249	464	424	394	257	762	263	459	418	367	242	135	56	108	76	
CBS SUNDAY MOVIE-CONT'D 10.30 - 11.00											A	25.1	40	2224	1679	315	268	113	771	342	545	480	323	186	488	224	353	305	216	113	205	96	214	136	
CHEERS THU 9.00P 30 NBC 1 26											B	25.1	40	2224	1679	315	268	113	771	342	545	480	323	186	488	224	353	305	216	113	205	96	214	136	
COMING OF AGE TUE 9.00P 30 CBS 1 2											C	23.9	38	2118	1713	360	302	108	813	341	537	473	335	229	547	233	379	340	243	134	162	86	191	116	
CRIME STORY TUE 10.00P 60 NBC 1 19											A	7.6	12	673	1550	258	191	92 ^A	766	209	368	346	349	358	486	139	253	253	230	203	105	35 ^A	194	119	
											B	7.6	12	673	1550	258	191	92 ^A	766	209	368	346	349	358	486	139	253	253	230	203	105	35 ^A	194	119	
											C	9.3	14	824	1577	285	221	89	781	229	396	384	352	337	529	179	304	302	245	187	90	42 ^A	177	101	
DAY BY DAY SUN 8.30P 30 NBC 1 4											A	11.9	21	1054	1630	274	207	59 ^A	771	145	383	405	448	314	698	202	395	361	370	249	98	46 ^A	63	40 ^A	
											B	11.9	21	1054	1630	274	207	59 ^A	771	145	383	405	448	314	698	202	395	361	370	249	98	46 ^A	63	40 ^A	
											C	12.0	21	1064	1606	280	208	58	751	180	383	386	403	307	675	197	388	371	368	233	100	46	80	46	
											A	12.2	21	1081	1637	286	216	63	785	147	392	415	456	318	675	186	373	340	362	249	106	48 ^A	71	42 ^A	
											A	11.5	21	1019	1637	263	200	56 ^A	762	145	377	398	443	312	728	221	422	386	382	250	91	43 ^A	55 ^A	39 ^A	
											A	13.8	21	1223	1825	369	315	85	755	336	539	461	322	170	487	229	341	305	201	104	227	130	357	244	
											B	13.8	21	1223	1825	369	315	85	755	336	539	461	322	170	487	229	341	305	201	104	227	130	357	244	
											C	15.2	23	1349	1830	352	299	92	791	343	547	469	331	203	506	225	372	319	225	106	225	134	309	212	
DAYS & NIGHTS-MOLLY DODD THU 9.30P 30 NBC 1 1											A	17.2	29	1524	1533	318	267	124	780	325	533	489	350	207	457	203	329	281	210	108	135	70	162	97	
											B	17.2	29	1524	1533	318	267	124	780	325	533	489	350	207	457	203	329	281	210	108	135	70	162	97	
											C	17.2	29	1524	1533	318	267	124	780	325	533	489	350	207	457	203	329	281	210	108	135	70	162	97	
DESIGNING WOMEN MON 8.30P 30 CBS 1 5											A	14.5	22	1285	1528	365	274	89	860	276	466	444	366	335	473	140	254	277	229	173	60	29 ^A	135	77	
											B	14.5	22	1285	1528	365	274	89	860	276	466	444	366	335	473	140	254	277	229	173	60	29 ^A	135	77	
											C	14.2	21	1256	1600	348	272	90	850	284	474	455	369	324	495	163	280	278	238	175	101	58	154	87	
DISNEY SUNDAY MOVIE(R) SUN 7.00P 60 ABC 1 23											A	7.7	13	682	1986	273	233	75 ^A	613	247	432	391	299	140	563	205	396	375	297	106	226	120	584	398	
											B	7.7	13	682	1986	273	233	75 ^A	613	247	432	391	299	140	563	205	396	375	297	106	226	120	584	398	
											C	10.9	17	970	2044	280	238	104	718	292	496	445	327	185	599	250	444	412	296	116	209	103	519	329	
LITTLE SPIES, PT. 2 7.00 - 7.30											A	7.1	13	629	1973	289	245	74 ^A	641	254	446	412	318	149	566	203	395	369	305	109	199	117	568	385	
7.30 - 8.00											A	8.3	14	735	1997	260	223	76 ^A	589	241	421	372	284	132	560	207	396	380	290	103	250	123	598	409	
DISNEY'S TOTALLY MINNIE(S) FRI 8.00P 60 NBC 1											A	11.4	20	1010	1799	222	185	95	619	254	386	340	238	207	426	166	289	266	199	113	165	93	590	375	
											A	11.3	21	1001	1805	223	185	91	632	244	383	337	251	224	434	168	289	265	204	121	166	94	573	374	
											A	11.5	20	1019	1793	222	186	99	605	264	388	343	225	191	418	165	289	267	195	106	164	92	606	377	
DOLLY(R) SAT 8.00P 60 ABC 1 8											A	8.8	16	780	1731	280	182	45 ^A	800	189	341	368	382	376	581	144	301	301	301	248	76 ^A	35 ^A	275	189	
											B	8.8	16	780	1731	280	182	45 ^A	800	189	341	368	382	376	581	144	301	301	301	248	76 ^A	35 ^A	275	189	
											C	10.7	18	948	1756	281	193	62	855	171	373	405	422	401	626	144	318	330	338	259	69	33	205	132	
8.00 - 8.30 CONT'D											A	9.0	16	797	1707	273	179	41 ^A	803	185	331	359	380	387	569	153	287	285	278	251	83	37 ^A	251	172	

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DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN						
									PERS			WOMEN	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
									(2+)		18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-	
EVENING CONT'D																														
HEAD OF THE CLASS WED 8.30P 30 ABC 1 216 99 CS 23											A 18.2 29 1613 B 18.2 29 1613 C 16.9 26 1496	1778 320 268 115 1778 320 268 115 1741 327 277 104	731 345 508 446 275 178 731 345 508 446 275 178 741 337 504 438 287 195	485 240 382 326 202 79 485 240 382 326 202 79 489 238 365 316 202 96	240 135 321 213 240 135 321 213 213 112 298 196															
HEARTBEAT WED 9.00P 120 ABC 1 217 99 GD 1											A 14.7 25 1302 B 14.7 25 1302 C 14.7 25 1302 A 16.2 26 1435 A 15.2 25 1347 A 14.3 25 1267 A 13.3 25 1178	1560 371 314 112 1560 371 314 112 1560 371 314 112 1668 377 315 120 1582 384 330 121 1496 353 298 102 1450 363 307 100	823 368 579 525 362 197 823 368 579 525 362 197 823 368 579 525 362 197 826 378 582 514 350 195 823 378 594 536 362 184 811 353 561 512 364 204 821 353 571 533 366 202	450 199 334 313 208 91 450 199 334 313 208 91 450 199 334 313 208 91 463 220 363 324 205 78 463 214 351 321 205 90 435 180 313 299 210 97 428 171 297 301 209 99	127 74 160 92 127 74 160 92 127 74 160 92 160 86 219 133 128 76 169 101 121 74 128 69 91 56 111 55															
HIGH MOUNTAIN RANGERS SP.(S) WED 8.00P 60 CBS 1 197 94 A											A 8.3 14 735 A 8.1 13 718 A 8.5 14 753	1681 246 171 61A 1664 247 169 69A 1698 244 172 53A	808 185 338 330 386 410 820 185 331 325 397 419 797 185 344 335 376 400	603 150 275 255 306 281 580 136 257 241 299 280 625 163 291 269 312 282	109 30A 161 109 104 30A 160 110 114 30A 162 109															
HIGHWAY TO HEAVEN WED 9.00P 60 NBC 1 203 99 GD 24											B 14.0 23 1240 C 14.7 23 1302 A 13.9 23 1232 A 14.1 23 1249	1722 301 230 76 1729 292 213 64 1718 298 224 73 1726 304 236 79	889 238 443 432 398 376 885 189 398 406 428 417 893 225 436 428 406 388 886 250 451 435 391 364	523 152 275 248 243 215 530 133 257 248 268 235 515 149 277 252 244 208 530 155 273 244 242 222	150 69 159 101 125 62 190 118 144 71 166 108 156 67 153 94															
HOTEL(R) THU 9.00P 60 ABC 1 201 95 GD 3											A 9.0 15 797 B 9.0 15 797 C 8.0 13 706 A 8.2 13 727 A 9.9 16 877	1550 307 221 61A 1550 307 221 61A 1539 299 229 53 1557 306 214 52A 1528 305 225 68A	835 191 394 397 425 377 835 191 394 397 425 377 858 193 404 417 421 385 824 177 366 373 417 394 835 200 412 414 428 359	492 139 227 216 225 238 492 139 227 216 225 238 459 135 223 205 213 213 492 113 206 205 234 260 486 160 242 223 215 217	87 54A 137 63A 87 54A 137 63A 102 64 120 72 90 62A 151 68A 83 48A 123 57A															
HUNTER SAT 10.00P 60 NBC 1 204 99 OP 3											A 14.1 27 1249 B 14.1 27 1249 C 15.9 30 1412 A 14.3 27 1267 A 13.8 27 1223	1668 297 208 75 1668 297 208 75 1692 305 230 69 1706 302 211 78 1641 293 206 73	807 194 410 402 399 339 807 194 410 402 399 339 800 218 435 406 403 312 816 202 421 408 397 338 804 187 402 398 403 343	548 145 270 262 276 240 548 145 270 262 276 240 585 174 315 301 299 227 547 157 279 262 266 233 553 133 263 264 289 250	144 93 169 106 144 93 169 106 134 83 174 120 158 101 185 115 131 85 153 98															
IN THE HEAT OF THE NIGHT TUE 9.00P 60 NBC 1 197 97 OP 2											A 16.8 26 1488 B 16.8 26 1488 C 17.4 27 1537 A 16.7 26 1480 A 17.0 27 1506	1703 274 193 68 1703 274 193 68 1660 277 191 62 1717 269 188 69 1679 277 198 67	837 137 362 398 457 393 837 137 362 398 457 393 826 154 362 387 444 385 839 132 359 395 457 401 830 141 364 398 454 383	663 153 320 307 352 299 663 153 320 307 352 299 649 146 302 296 344 299 662 145 315 310 358 304 659 160 322 303 345 293	105 46 98 53 105 46 98 53 95 43 89 51 108 47 107 58 101 44 88 48															
JAKE AND THE FATMAN WED 9.00P 60 CBS 1 CONT'D											A 12.1 20 1072 B 12.1 20 1072	1600 265 175 47A 1600 265 175 47A	846 166 360 370 431 435 846 166 360 370 431 435	551 120 252 261 285 255 551 120 252 261 285 255	99 32A 104 58A 99 32A 104 58A															

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME				K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															TEEN S		CHILDREN														
DAY	TIME	DUR #STNS	NET CVG% TYPE	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING					W O M E N					M E N					TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-											
									PERS (2+)	18+	49	18-49 W/CH	LOH	18-	18-	25-	35-	55+	TOTAL	18-	18-	25-	35-	55+														
EVENING CONT'D																																						
JAKE AND THE FATMAN-CONT'D																																						
	200 94 OP			2	C	12.8	21	1134	1610	273	194	66	790	185	373	368	395	371	563	131	262	262	285	257	97	34^	161	96										
	9.00 - 9.30				A	11.4	19	1010	1620	257	169	50^	833	161	343	354	421	440	566	109	252	264	298	269	106	37^	114	62^										
	9.30 - 10.00				A	12.8	21	1134	1582	272	180	43^	857	171	375	385	439	431	537	130	251	259	274	242	93	27^	95	55^										
KATE & ALLIE																																						
MON	8.00P 30 CBS			1	A	14.6	23	1294	1532	331	251	68	872	266	440	412	367	369	452	127	208	219	207	198	65	39^	143	79										
	211 99 CS			14	B	14.6	23	1294	1532	331	251	68	872	266	440	412	367	369	452	127	208	219	207	198	65	39^	143	79										
					C	14.6	22	1292	1563	341	255	76	868	259	437	408	377	376	472	139	231	229	215	207	90	58	133	82										
MACGYVER(R)																																						
MON	8.00P 60 ABC			1	A	11.7	18	1037	1596	230	176	56^	683	186	342	351	314	286	596	168	311	309	284	234	143	62	174	109										
	204 94 A			20	B	11.7	18	1037	1596	230	176	56^	683	186	342	351	314	286	596	168	311	309	284	234	143	62	174	109										
	8.00 - 8.30				C	12.9	20	1146	1695	257	198	65	721	192	376	358	357	296	660	205	367	351	321	235	137	61	177	104										
	8.30 - 9.00				A	11.3	18	1001	1564	226	174	55^	670	188	336	348	304	279	602	167	313	316	290	236	131	55^	162	103										
					A	12.2	19	1081	1611	232	177	57^	689	182	344	351	320	289	585	168	306	300	276	231	153	68	183	112										
MARRIED...WITH CHILDREN(R)																																						
SUN	8.30P 30 FOX			1	A	6.1	9	540	1762	288	270	111^	632	385	528	368	189	92^	678	422	593	458	244	64^	162	80^	289	198										
	124 87 CS			23	B	6.1	9	540	1762	288	270	111^	632	385	528	368	189	92^	678	422	593	458	244	64^	162	80^	289	198										
					C	4.5	7	401	1923	323	290	106	675	375	535	422	248	109	696	421	592	454	245	75	234	100	319	210										
MATLOCK																																						
					A	19.2	30	1701	1760	254	174	59	900	124	332	363	448	498	648	121	263	261	314	340	97	47	116	65										
TUE																																						
	8.00P 60 NBC			1	B	19.2	30	1701	1760	254	174	59	900	124	332	363	448	498	648	121	263	261	314	340	97	47	116	65										
	202 99 GD			23	C	17.8	27	1578	1644	254	167	50	886	130	317	353	443	497	600	101	231	243	302	324	67	33	91	53										
	8.00 - 8.30				A	18.4	29	1630	1750	247	169	55	906	128	324	355	438	511	645	121	262	262	309	340	89	46	110	60										
	8.30 - 9.00				A	20.0	31	1772	1770	260	179	62	895	121	340	371	458	485	651	121	265	260	318	340	104	48	121	69										
MIAMI VICE(R)																																						
FRI	10.00P 60 NBC			1	A	12.7	24	1125	1623	275	243	83	697	305	512	423	309	158	549	231	392	342	256	113	180	98	197	138										
	206 98 OP			1	B	12.7	24	1125	1623	275	243	83	697	305	512	423	309	158	549	231	392	342	256	113	180	98	197	138										
	10.00 - 10.30				C	12.7	24	1125	1623	275	243	83	697	305	512	423	309	158	549	231	392	342	256	113	180	98	197	138										
	10.30 - 11.00				A	12.2	23	1081	1659	273	238	88	710	301	516	428	317	169	558	230	392	342	256	123	187	112	205	141										
					A	13.2	25	1170	1590	277	247	79	686	308	509	418	302	148	540	231	391	343	256	104	174	85	190	135										
MR. BELVEDERE(R)																																						
FRI	9.00P 30 ABC			1	A	13.1	23	1161	1698	273	220	89	804	256	437	408	330	325	406	154	257	240	188	119	197	133	291	196										
	202 96 CS			4	B	13.1	23	1161	1698	273	220	89	804	256	437	408	330	325	406	154	257	240	188	119	197	133	291	196										
					C	12.0	20	1063	1726	277	227	92	748	260	445	405	331	262	419	156	259	250	196	126	198	125	362	252										
MR. PRESIDENT(R)																																						
SAT	9.30P 30 FOX			1	A	1.8	3	159	1718	335^	277^	80^	591	274^	463	438	267^	70^	511	226^	380^	346^	258^	88^	212^	120^	404	294^										
	110 79 CS			11	B	1.8	3	159	1718	335^	277^	80^	591	274^	463	438	267^	70^	511	226^	380^	346^	258^	88^	212^	120^	404	294^										
					C	1.9	3	164	1752	263	210	67^	587	269	406	352	244	155^	581	287	443	382	246	100^	222	113^	363	269										
MOONLIGHTING																																						
TUE	9.00P 60 ABC			1	A	18.4	29	1630	1692	382	335	115	799	445	662	551	295	100	475	276	414	337	173	46	219	123	200	123										
	220 99 PD			19	B	18.4	29	1630	1692	382	335	115	799	445	662	551	295	100	475	276	414	337	173	46	219	123	200	123										
	9.00 - 9.30				C	18.9	29	1675	1692	379	337	131	786	423	614	515	288	137	497	281	407	341	185	65	202	115	206	132										
	9.30 - 10.00				A	17.9	28	1586	1709	366	319	109	783	439	642	529	282	103	482	281	417	335	175	49	221	129	223	136										
					A	19.0	30	1683	1668	394	349	119	809	449	678	570	305	97	466	271	410	336	171	43	216	116	176	110										
MURDER, SHE WROTE CONT'D																																						
					A	22.3	35	1976	1623	312	200	36	892	117	327	373	481	490	625	88	239	263	341	329	39	21^	67	39										

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														TEENS		CHILDREN							
DAY	TIME	DUR	NET #STNS	CVG% TYPE	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					TOT.	TOT.						
										PERS	WOMEN	18-49	LOH	18-	18-	25-	35-	55+	18-	18-	25-	35-	55+								
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17				
EVENING CONT'D																															
MURDER, SHE WROTE-CONT'D SUN	8.00P	60	CBS	1	B	22.3	35	1976	1623	312	200	36	892	117	327	373	481	490	625	88	239	263	341	329	39	21^	67	39			
	210	99	SM	27	C	20.4	30	1807	1610	314	200	40	899	134	332	367	455	495	591	95	224	247	305	318	53	26	67	41			
	8.00 - 8.30				A	21.7	34	1923	1619	306	194	36	892	111	319	365	478	498	622	87	237	261	339	330	39	20^	66	38			
	8.30 - 9.00				A	22.9	35	2029	1627	319	205	36	892	122	333	380	485	483	627	89	242	266	343	328	40	21^	68	40			
MY SISTER SAM TUE																															
NBC SUNDAY NIGHT MOVIE SUN	8.30P	30	CBS	1	A	6.9	11	611	1495	288	218	72^	784	303	420	363	262	311	417	149	243	232	166	153	87^	36^	207	139			
	204	97	CS	2	B	6.9	11	611	1495	288	218	72^	784	303	420	363	262	311	417	149	243	232	166	153	87^	36^	207	139			
					C	7.1	11	629	1580	282	218	79	781	302	413	365	267	317	481	182	298	276	209	155	85	45^	233	134			
NBC SUNDAY NIGHT MOVIE SUN																															
GORE VIDAL'S LINCOLN, PART 1 9.00 - 9.30 9.30 - 10.00 10.00 - 10.30 10.30 - 11.00	9.00P	120	NBC	1	A	16.6	26	1471	1690	337	265	71	879	212	472	488	449	343	631	169	368	378	330	215	64	25^	116	62			
	204	99	FF	23	B	16.6	26	1471	1690	337	265	71	879	212	472	488	449	343	631	169	368	378	330	215	64	25^	116	62			
					C	16.7	27	1478	1736	337	275	90	793	311	513	454	352	230	639	264	436	396	294	157	162	85	142	92			
					A	18.5	28	1639	1742	353	277	75	882	226	475	490	439	340	610	161	353	362	321	210	86	42	164	96			
					A	17.2	27	1524	1694	344	267	69	881	214	466	477	443	351	627	170	365	372	327	213	61	25^	124	65			
					A	15.6	25	1382	1667	332	261	70	878	205	473	493	459	342	642	174	374	385	329	219	55	15^	92	43^			
					A	15.0	25	1329	1656	317	253	70	879	200	478	495	459	340	653	171	383	399	347	218	52	16^	72	35^			
NEW HART MON																															
9.00P	209	30	CBS	1	A	15.8	24	1400	1560	344	284	96	780	294	499	454	316	251	550	205	362	356	258	150	85	40^	145	94			
		99	CS	25	B	15.8	24	1400	1560	344	284	96	780	294	499	454	316	251	550	205	362	356	258	150	85	40^	145	94			
					C	16.6	25	1470	1607	358	287	98	834	301	488	459	351	294	540	197	342	329	255	166	99	56	134	84			
NIGHT COURT FRI																															
9.00P	198	30	NBC	1	A	12.5	22	1108	1757	289	243	95	747	293	502	460	321	205	545	223	384	359	249	127	157	88	308	188			
		96	CS	1	B	12.5	22	1107	1757	289	243	95	747	293	502	460	321	205	545	223	384	359	249	127	157	88	308	188			
					C	12.5	22	1107	1757	289	243	95	747	293	502	460	321	205	545	223	384	359	249	127	157	88	308	188			
OHARA SAT																															
9.00P	189	60	ABC	1	A	8.0	14	709	1688	264	195	61^	693	173	360	381	368	270	669	164	408	386	389	222	73^	21^	253	171			
		92	OP	8	B	8.0	14	709	1688	264	195	61^	693	173	360	381	368	270	669	164	408	386	389	222	73^	21^	253	171			
	9.00 - 9.30				C	8.8	15	783	1703	290	220	63	776	171	393	409	414	323	662	158	361	365	359	250	91	39	174	122			
	9.30 - 10.00				A	7.4	13	656	1654	262	187	58^	694	161	351	375	372	277	646	152	394	368	378	217	61^	20^	254	181			
OLYMPIC DIARY-MON MON																															
10.33P	218	1	ABC	1	A	18.6	32	1648	1577	332	258	108	879	329	572	521	418	244	477	183	304	279	217	138	136	80	85	57			
		99	SC	25	B	18.6	32	1648	1577	332	258	108	879	329	572	521	418	244	477	183	304	279	217	138	136	80	85	57			
					C	13.2	22	1170	1645	275	218	73	730	238	423	389	355	257	650	232	402	376	313	193	126	59	140	81			
OLYMPIC DIARY-TUE TUE																															
10.39P	215	1	ABC	1	A	14.9	27	1320	1456	366	318	154	826	494	685	580	279	110	446	254	391	351	174	42^	78	51	106	58			
		99	SC	25	B	14.9	27	1320	1456	366	318	154	826	494	685	580	279	110	446	254	391	351	174	42^	78	51	106	58			
					C	13.5	24	1195	1556	358	313	143	827	436	633	538	306	157	499	255	389	351	205	79	113	67	117	69			
OLYMPIC DIARY-WED WED																															
10.38P	217	1	ABC	1	A	13.4	25	1187	1462	365	310	102	827	360	577	532	366	204	419	169	294	301	206	92	92	58	125	62			
		99	SC	24	B	13.4	25	1187	1462	365	310	102	827	360	577	532	366	204	419	169	294	301	206	92	92	58	125	62			
					C	14.2	25	1262	1538	339	271	85	884	286	489	449	380	346	453	173	267	243	194	153	97	57	105	66			
OLYMPIC DIARY-THU CONT'D																															
					A	10.8	21	957	1426	327	237	52^	824	199	390	419	410	352	495	134	245	239	258	217	53^	23^	54^	24^			

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0.000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN									
								PERS	WOMEN		18-49	LOH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.									
														(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	17	2-6	11
EVENING CONT'D										A	9.9	19	877	1627	309	227	60^	761	208	408	390	395	304	595	172	355	330	320	189	98	37^	175	111
SPENSER: FOR HIRE-CONT'D 10.30 - 11.00										A	12.0	22	1063	1754	324	252	105	814	235	465	504	439	263	643	187	379	396	357	206	124	76	173	106
SPORTSBREAK-SAT SAT 9.58P 212 1 CBS SN 1 27										B	12.0	22	1063	1754	324	252	105	814	235	465	504	439	263	643	187	379	396	357	206	124	76	173	106
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 1 27										C	8.6	15	762	1689	300	228	69	794	221	414	411	378	319	653	200	371	377	326	226	104	45	138	83
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 1 27										A	20.3	32	1799	1753	312	226	46	802	248	451	415	408	287	701	227	396	370	341	244	128	61	122	77
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 1 27										B	20.3	32	1799	1753	312	226	46	802	248	451	415	408	287	701	227	396	370	341	244	128	61	122	77
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 1 27										C	17.4	27	1542	1662	341	248	61	875	226	452	447	442	354	609	158	313	313	321	245	86	42	92	58
SUPERCARRIER SUN 8.00P 214 60 ABC A 1 4										A	8.9	14	789	1902	291	259	74^	612	241	448	413	319	107	787	347	615	566	401	105	179	46^	324	223
SUPERCARRIER SUN 8.00P 214 60 ABC A 1 4										B	8.9	14	789	1902	291	259	74^	612	241	448	413	319	107	787	347	615	566	401	105	179	46^	324	223
SUPERCARRIER SUN 8.00P 214 60 ABC A 1 4										C	12.4	19	1103	1843	287	243	77	633	249	443	407	313	142	789	321	567	534	401	159	154	55	267	173
SUPERCARRIER SUN 8.00 - 8.30 8.30 - 9.00										A	8.3	13	735	1953	288	259	63^	603	223	440	416	331	106	794	345	622	586	409	107	182	56^	374	253
SUPERCARRIER SUN 8.00 - 8.30 8.30 - 9.00										A	9.5	14	842	1857	292	258	83	619	257	454	411	309	108	782	349	609	549	394	104	176	37^	280	198
THIRTY-SOMETHING TUE 10.00P 215 60 ABC GD 1 20										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44^	100	63	128	69
THIRTY-SOMETHING TUE 10.00P 215 60 ABC GD 1 20										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44^	100	63	128	69
THIRTY-SOMETHING TUE 10.00P 215 60 ABC GD 1 20										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71
10.00 - 10.30 10.30 - 11.00										A	15.5	27	1373	1518	359	319	150	806	476	670	568	281	106	440	251	384	354	174	38^	122	74	149	80
10.00 - 10.30 10.30 - 11.00										A	14.7	27	1302	1468	367	324	155	827	488	686	587	288	110	459	260	396	355	175	49	77	51	106	58
TOUR OF DUTY SAT 10.00P 209 60 CBS GD 1 3										A	9.7	19	859	1773	307	258	77	693	246	466	468	343	171	733	278	523	503	384	148	151	66^	196	150
TOUR OF DUTY SAT 10.00P 209 60 CBS GD 1 3										B	9.7	19	859	1773	307	258	77	693	246	466	468	343	171	733	278	523	503	384	148	151	66^	196	150
TOUR OF DUTY SAT 10.00P 209 60 CBS GD 1 3										C	9.7	17	862	1820	275	230	76	670	250	436	408	310	186	772	324	567	538	368	149	169	56	209	141
TOUR OF DUTY SAT 10.00 - 10.30 10.30 - 11.00										A	9.9	19	877	1759	307	254	83	699	234	461	472	356	175	722	267	513	494	383	147	137	68^	202	150
TOUR OF DUTY SAT 10.00 - 10.30 10.30 - 11.00										A	9.6	19	851	1769	303	260	70^	680	255	467	460	327	166	738	287	527	507	380	147	164	63^	188	148
TRACEY ULLMAN SHOW(R) SUN 10.00P 118 85 FOX CS 1 4										A	2.7	4	239	1495	320	319	73^	649	399	505	348	158^	130^	544	266	393	325	249^	130^	126^	105^	177^	110^
TRACEY ULLMAN SHOW(R) SUN 10.00P 118 85 FOX CS 1 4										B	2.7	4	239	1495	320	319	73^	649	399	505	348	158^	130^	544	266	393	325	249^	130^	126^	105^	177^	110^
TRACEY ULLMAN SHOW(R) SUN 10.00P 118 85 FOX CS 1 4										C	3.2	5	281	1424	247	223	70^	602	327	454	337	200	130	504	249	406	330	221	82^	151	81^	167	118
TRIAL & ERROR TUE 8.00P 207 30 CBS CS 1 2										A	5.1	8	452	1437	240	176	78^	700	207	339	281	253	321	503	161	287	253	210	190	87^	22^	146	101^
TRIAL & ERROR TUE 8.00P 207 30 CBS CS 1 2										B	5.1	8	452	1437	240	176	78^	700	207	339	281	253	321	503	161	287	253	210	190	87^	22^	146	101^
TRIAL & ERROR TUE 8.00P 207 30 CBS CS 1 2										C	5.8	9	509	1545	231	171	77^	715	213	341	308	278	324	530	159	297	282	239	201	95	35^	205	121
20/20 FRI 10.00P 215 60 ABC DN 1 26										A	14.2	27	1258	1547	335	230	71	851	210	423	455	450	346	487	135	284	287	258	169	100	64	108	67
20/20 FRI 10.00P 215 60 ABC DN 1 26										B	14.2	27	1258	1547	335	230	71	851	210	423	455	450	346	487	135	284	287	258	169	100	64	108	67
20/20 FRI 10.00P 215 60 ABC DN 1 26										C	12.8	23	1130	1608	300	223	83	804	232	436	437	398	301	609	183	353	365	303	200	87	43	107	69
20/20 FRI 10.00 - 10.30 10.30 - 11.00										A	14.6	27	1294	1555	332	233	74	839	218	424	445	428	337	485	147	288	288	246	161	111	74	120	73
20/20 FRI 10.00 - 10.30 10.30 - 11.00										A	13.8	27	1223	1538	338	226	67	862	202	422	465	473	357	490	122	280	286	271	177	89	54	96	60
JUMP STREET(R) SUN 7.00P 128 87 FOX OP 1 28										A	6.6	12	585	1710	346	283	89^	661	315	489	426	296	127	609	365	508	353	223	85^	148	100^	293	213
JUMP STREET(R) SUN 7.00P 128 87 FOX OP 1 28										B	6.6	12	585	1710	346	283	89^	661	315	489	426	296	127	609	365	508	353	223	85^	148	100^	293	213
JUMP STREET(R) SUN 7.00P 128 87 FOX OP 1 28										C	5.6	9	495	1771	354	309	78	702	345	538	427	300	124	549	316	447	333	205	76	267	148	252	164

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO.	K E Y	AVG.	SH	AVG.	T E N S	TOTAL	WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN								
#STNS	CVG%	TYPE	T/C	AUD.		%	AUD.	%		0,000	PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.							
EVENING CONT'D										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-				
WORLD FIGURE SKATING CHP-CONT'D										A	12.4	22	1099	1724	325	231	68	861	180	408	442	431	385	635	166	305	299	294	289	103	52^	124	87
8.30 - 9.00										A	13.9	24	1232	1744	352	265	87	851	211	451	475	438	334	651	185	357	357	326	246	107	60	134	92
9.00 - 9.30										A	14.3	25	1267	1799	350	263	96	865	231	472	500	449	318	655	196	381	382	346	219	121	73	157	102
9.30 - 10.00																																	

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18- 49		W O M E N					M E N					T E E N S			C H I L D R E N									
											TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	MALE 12- 17	FEM. 12- 17	TOT. 12- 17	TOT. 2- 6	MALE 6- 11	FEM. 6- 11					
EARLY EVENING NEWS										A	10.4	20	921	228	161	775	148	306	340	371	405	570	128	261	270	276	270	29^	25^	21^	24^	23^	15^
ABC WORLD NEWS TONIGHT MON-FRI 6.30P 30 ABC 5										B	10.4	20	921	228	161	775	148	306	340	371	405	570	128	261	270	276	270	29^	25^	21^	24^	23^	15^
216 99 N 128										C	11.0	20	974	232	164	771	148	311	326	377	405	573	129	255	276	272	266	27	28	25^	38	21^	21^
ABC WRLD NEWS TONIGHT-SAT SAT 6.30P 30 ABC 1										A	6.3	14	558	182	112^	664	51^	179	204	300	440	739	170	293	298	348	350	41^	36^	30^	24^	24^	6^
182 93 N 16										B	6.3	14	558	182	112^	664	51^	179	204	300	440	739	170	293	298	348	350	41^	36^	30^	24^	24^	6^
ABC WRLD NEWS TONIGHT-SUN SUN 6.30P 30 ABC 1										A	5.4	11	478	249	163	725	125^	260	278	355	397	678	154	330	329	361	293	24^	44^	28^	25^	37^	13^
169 86 N 24										B	5.4	11	478	249	163	725	125^	260	278	355	397	678	154	330	329	361	293	24^	44^	28^	25^	37^	13^
CBS EVENING NEWS-RATHER MON-FRI 6.30P 30 CBS 5										A	10.5	21	929	212	128	788	117	264	283	346	468	599	89	200	220	278	352	38^	32^	36^	34^	26^	31^
207 98 N 134										B	10.5	21	929	212	128	788	117	264	283	346	468	599	89	200	220	278	352	38^	32^	36^	34^	26^	31^
CBS EVENING NEWS-SUNDAY SUN 6.00P 30 CBS 1										A	7.8	17	691	186	104	619	91^	181	223	271	385	705	177	342	364	327	294	23^	17^	14^	30^	20^	20^
177 90 N 14										B	7.8	17	691	186	104	619	91^	181	223	271	385	705	177	342	364	327	294	23^	17^	14^	30^	20^	20^
CBS SAT. NEWS-SCHIEFFER										C	7.5	14	662	212	136	720	102	230	260	319	435	655	135	277	283	305	338	23^	25^	32^	10^	13^	<<
										A	6.4	15	567	202	140	693	105^	232	259	286	421	652	148	291	254	262	333	21^	20^	21^	18^	17^	14^
																			</														

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET #STNS	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. 0,000	TOTAL PERS (2+)		WORKING WOMEN			W O M E N					M E N					T E E N S									
											18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17					
LATE FRINGE CONT'D										A	3.5	20	310	1391	290	240	222	172^	647	333	496	432	467	394	186^	578	363	462	379	416	345	68^	61^
FRIDAY NIGHT VIDEOS-CONT'D										A	2.8	20	248	1431	286	248^	232^	146^	646	340	500	448	474	412	179^	575	351	440	390	433	348	91^	92^
G MICHAELS SPORTS MACHINE										A	2.5	8	222	1511	213^	183^	169^	110^	623	211^	389	355	378	336	216^	745	380	502	369	405	339	49^	68^
SUN 11.30P 15 NBC 1										B	2.5	8	222	1511	213^	183^	169^	110^	623	211^	389	355	378	336	216^	745	380	502	369	405	339	49^	68^
89 57 SC 28										C	1.8	6	161	1499	284	235	238	93^	612	218	412	391	433	389	200	746	353	535	463	518	416	45^	45^
LATE SHOW-FOX										A	1.2	4	105	1407	264^	220^	207^	154^	629	344	478	440	469	399	186^	561	385	508	422	440	374	79^	70^
MON-FRI 11.30P 60 FOX 5										B	1.2	4	105	1407	264^	220^	207^	154^	629	344	478	440	469	399	186^	561	385	508	422	440	374	79^	70^
101 78 GV 129										C	1.6	4	142	1468	288	256	223	157^	649	344	491	437	474	406	187	604	370	497	417	446	370	79^	70^
11.30 - 12.00										A	1.3	4	112	1387	256^	219^	205^	143^	623	334	462	431	460	391	181^	551	388	502	413	430	366	65^	59^
12.00 - 12.30										A	1.1	4	96	1457	277^	225^	212^	168^	649	361	506	458	487	415	195^	583	388	525	440	461	392	79^	66^
SATURDAY NIGHT										A	8.0	25	709	1491	274	236	224	145	615	276	452	424	457	393	137	573	300	444	395	421	382	117	90
SAT 11.30P 80 NBC 1										B	8.0	25	709	1491	274	236	224	145	615	276	452	424	457	393	137	573	300	444	395	421	382	117	90
201 99 GV 20										C	8.2	24	725	1584	311	266	236	151	673	319	491	448	483	418	157	616	321	491	444	482	424	100	89
11.30 - 12.00										A	9.0	24	797	1515	269	228	223	137	627	261	442	418	453	402	117	555	269	408	363	391	361	118	97
12.00 - 12.30										A	7.7	24	682	1498	280	245	230	150	619	290	465	436	470	398	149	586	320	466	413	436	393	118	85^
12.30 - 1.00										A	7.0	26	620	1423	271	233	214	150	584	280	446	413	439	363	155	584	322	475	426	451	403	114	82^
TONIGHT SHOW										A	5.6	19	496	1336	280	225	205	115	721	239	424	374	417	366	99	495	193	311	298	336	276	40^	22^
MON-FRI 11.30P 60 NBC 5										B	5.6	19	496	1336	280	225	205	115	721	239	424	374	417	366	99	495	193	311	298	336	276	40^	22^
202 99 GV 126										C	6.2	21	546	1409	281	222	212	93	743	234	419	386	435	393	96	544	213	353	326	361	312	37^	33^
11.30 - 12.00										A	6.0	18	535	1363	292	234	216	112	739	236	426	378	426	376	102	496	186	305	292	329	267	41^	24^
12.00 - 12.30										A	5.2	20	459	1300	266	215	192	117	697	242	419	367	405	353	96	491	201	317	304	342	285	39^	20^
TOP OF THE POPS										A	1.6	8	142	1245	198^	134^	89^	54^	544	213^	327^	327^	368^	315^	104^	588	275^	450	445^	489	423^	33^	8^
FRI 1.02A 60 CBS 1										B	1.6	8	142	1245	198^	134^	89^	54^	544	213^	327^	327^	368^	315^	104^	588	275^	450	445^	489	423^	33^	8^
149 76 GV 26										C	2.3	7	201	1505	326	274	257	149	738	292	493	447	492	430	127^	528	244	390	361	395	327	57^	70^
1.00 - 1.30										A	1.8	8	159	1203	191^	130^	73^	75^	513	214^	297^	297^	340^	265^	106^	576	265^	428	420	464	405	39^	14^
1.30 - 2.00										A	1.5	8	133	1231	197^	132^	103^	29^	554	204^	343^	343^	382^	353^	98^	570	274^	452^	450^	490	420^	26^	<<
2.00 - 2.30										A	1.3	8	115	1332	190^	133^	102^	31^	565	197^	378^	378^	409^	378^	106^	661	279^	497^	497^	563	489^	32^	<<

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		LOH	WORKING	W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
											18-49 W/CH	18- 49	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	18- 12	12- 17	2- 6	2- 6	6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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44 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
											18-49 W/CH	18-49	18-49	15-24	18-34	18-34	25-34	25-34	35-55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-6	FEM. 2-6	TOT. 2-6	TOT. 2-6																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		LOH		WORKING		W O M E N							M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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									15- 24		TOTAL	18- 49	15- 24	TOTAL	TOTAL 12- 17	MALE 12- 17	FEM. 12- 17	TOT. 12- 17	TOT. 15- 17	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 2- 11	TOT. 5- 11	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 8- 11	TOT. 9- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N															
									15- 24		TOTAL	18- 49	15- 24	TOTAL	TOTAL 12- 17	MALE 12- 17	FEM. 12- 17	TOT. 14	TOT. 15- 17	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 5	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 8	TOT. 9- 11					
WEEKEND DAYTIME CHILDREN CONT'D										B	4.9	21	434	1276	89^	376	309	62^	186	141^	79^	62^	92^	49^	573	336	237	173	400	249	152	209	191
SMURFS I-CONT'D										C	4.3	22	383	1398	78	325	270	52^	210	160	81	79	109	51^	703	380	322	285	418	234	184	217	200
SAT	8.30A	30	NBC	1																													
	206	99	CA	29																													
SMURFS II										A	5.9	22	523	1343	147	415	341	74^	206	174	78^	96^	91^	83^	548	332	216	213	334	214	121^	183	151
SAT	9.00A	30	NBC	1						B	5.9	22	523	1343	147	415	341	74^	206	174	78^	96^	91^	83^	548	332	216	213	334	214	121^	183	151
	206	99	CA	29						C	5.6	23	492	1412	105	350	293	68	229	170	81	89	111	59	664	359	305	284	380	214	166	202	178
SMURFS III										A	6.5	23	576	1372	145	353	290	71^	193	182	69^	113	82^	100^	644	367	277	257	387	237	150	199	188
SAT	9.30A	30	NBC	1						B	6.5	23	576	1372	145	353	290	71^	193	182	69^	113	82^	100^	644	367	277	257	387	237	150	199	188
	205	99	CA	29						C	6.3	24	561	1445	122	359	308	80	232	190	91	100	120	70	664	346	318	282	382	206	176	203	180

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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56 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			MAR. 21-27, 1988		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK. ING WOM. 18+		W O M E N				M E N										T E E N S		CHD TOT. 2- 11								
											TOTAL	49	21+	54	TOTAL	18- 24	18- 34	18- 49	21+	21- 49	21- 54	25- 49	25- 54	35- 64	55+	TOT. 12- 17		MALE 12- 17							
WEEKEND DAYTIME SPORTS																																			
ABC WIDE WORLD-SPORTS SAT	4.30P	90	ABC	1	A	5.1	13	452	1504	150	591	278	587	273	685	71^	178	375	667	357	405	305	352	368	262	90^	50^	138^							
SAT	214	99	SA	10	B	5.1	13	452	1504	150	591	278	587	273	685	71^	178	375	667	357	405	305	352	368	262	90^	50^	138^							
	4.30 - 5.00				C	6.5	16	574	1495	200	594	285	584	292	672	62	209	382	648	358	420	320	382	328	228	94	52	136							
	5.00 - 5.30				A	4.4	12	390	1503	148^	585	276	575	269	690	79^	215	380	650	340	368	301	330	314	281	85^	47^	143^							
	5.30 - 6.00				A	4.8	13	425	1434	147^	559	267	559	257	651	63^	145^	359	641	349	400	295	347	380	241	93^	54^	130^							
					A	6.2	15	549	1533	152	609	284	608	284	697	69^	174	379	689	370	428	309	367	391	261	90^	47^	137							
CBS NCAA BSKBL CHAMP PRE(S)	1.30P	20	CBS		A	6.1	20	540	1364	223	515	278	504	266	632	113^	278	407	594	370	391	294	315	214	203	77^	48^	140							
SAT	212	99	SC																																
CBS NCAA BSKBL CHAMP-SA-1	1.50P	127	CBS	1	A	8.1	25	718	1418	190	438	238	435	253	805	134	323	491	756	442	488	357	402	324	269	92	63^	82^							
SAT	212	99	SE	2	B	8.1	25	718	1418	190	438	238	435	253	805	134	323	491	756	442	488	357	402	324	269	92	63^	82^							
					C	7.6	24	677	1386	156	399	209	389	200	788	130	317	490	733	434	485	360	410	323	248	100	69	98							
DUKE VS TEMPLE	1.30 - 2.00				A	6.6	22	585	1365	195	428	219	421	223	739	140	321	465	688	413	443	324	354	253	245	87^	64^	111							
	2.00 - 2.30				A	7.6	26	673	1438	215	462	246	460	260	780	153	323	480	720	420	445	327	353	282	274	105	66^	91^							
	2.30 - 3.00				A	8.2	26	727	1407	193	459	244	459	264	762	129	290	456	715	410	449	327	367	308	266	92	59^	94							
	3.00 - 3.30				A	8.3	25	735	1405	174	414	229	411	239	836	128	342	514	798	475	532	386	442	352	266	82^	63^	72^							
	3.30 - 4.00				A	8.7	25	771	1466	180	430	243	426	261	876	129	343	530	827	481	545	401	465	378	282	95	66^	65^							
CBS NCAA BSKBL CHAMP-SA-2	3.57P	123	CBS	1	A	9.5	26	842	1489	170	430	219	418	241	901	130	329	545	841	485	544	415	474	412	297	91	67^	67^							
SAT	212	99	SE	2	B	9.5	26	842	1489	170	430	219	418	241	901	130	329	545	841	485	544	415	474	412	297	91	67^	67^							
					C	8.8	26	784	1424	164	409	212	391	210	832	107	322	521	785	474	536	414	475	370	250	102	71	81							
VILLANOVA VS OKLAHOMA	3.30 - 4.00				A	8.2	24	727	1515	177	447	246	441	267	885	139	351	538	825	478	540	399	460	370	286	98	70^	85^							
	4.00 - 4.30				A	8.6	25	762	1500	166	415	215	409	243	904	137	343	541	848	485	550	405	469	385	298	95	67^	86							
	4.30 - 5.00				A	9.1	26	806	1478	148	394	191	385	220	921	129	327	543	859	481	541	413	474	423	317	98	73^	66^							
	5.00 - 5.30				A	10.3	28	913	1491	182	449	219	434	244	903	118	312	534	845	476	532	415	472	428	313	85	68^	54^							
	5.30 - 6.00				A	10.0	26	886	1506	184	462	248	442	258	891	137	338	568	827	503	560	431	488	416	267	89	61^	64^							
CBS NCAA BSKBL CHMP PRE(S)	1.30P	20	CBS		A	7.2	22	638	1399	165	491	261	464	245	696	111	284	463	651	419	458	352	392	297	193	134	85^	79^							
SUN	212	99	SC																																
CBS NCAA BSKBL CHMP-SPC-1(S)	1.50P	126	CBS		A	8.7	25	771	1465	172	456	255	433	247	828	132	349	552	776	499	554	419	474	345	221	114	81^	67^							
SUN	212	99	SE																																
KANSAS STATE VS KANSAS	1.30 - 2.00				A	8.4	25	744	1420	147	464	253	434	237	766	134	332	520	710	464	510	386	433	319	200	133	91	57^							
	2.00 - 2.30				A	8.4	25	744	1442	158	453	263	420	244	807	130	344	538	757	488	541	408	460	342	217	118	85^	63^							
	2.30 - 3.00				A	8.3	24	735	1474	175	470	269	443	257	822	135	349	547	773	497	547	412	462	334	226	116	81^	66^							
CONT'D																																			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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58 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME													KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS			CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS. (2+)	ING WOM. 18+	W O M E N					M E N										TOT. 12-17	MALE 12-17	TOT. 2-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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62 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						TEENS TOT. 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR	NET #STNS CVG%	NO. OF TYPE T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING		W O M E N										M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									(2+)	18+	TOTAL	18- 34	18- 49	21+	25- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	21+	25- 49	25- 54	35- 64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAR. 21, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.2	60.8	61.8	62.8	63.6	65.2	65.3	66.0	66.5	66.4	65.3	64.3	62.1	60.1	58.3	56.3

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MACGYVER (R)				ABC MONDAY NIGHT MOVIE GOD BLESS THE CHILD (PAE)											
10,370	11.7	11.3 *			12.2 *	17.7	15.8 *		17.5 *		18.6 *		18.7 *		
18	18	18 *			19 *	28	24 *		27 *		30 *		33 *		
11.4	11.1	12.0			12.4	15.3	16.3	17.3	17.8	18.7	18.5	18.8	18.6		

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

KATE & ALLIE		DESIGNING WOMEN		NEWHART		EISENHOWER & LUTZ (PAE)		WISEGUY			
12,940		12,850		14,000		10,900		9,300			
14.6		14.5		15.8		12.3		10.5		10.6 *	10.3 *
23		22		24		19		18		17 *	18 *
14.2	15.0	14.7	14.4	15.5	16.1	12.7	11.8	10.9	10.3	10.3	10.3

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ALF		VALERIE'S FAMILY		23RD COUNTRY MUSIC AWARDS											
17,370		16,480		14,090											
19.6		18.6		15.9		16.3 *		16.8 *		15.8 *		14.9 *			
30		28		25		25 *		26 *		26 *		26 *			
18.9	20.4	18.2	19.0	16.1	16.4	16.8	16.8	16.0	15.7	15.2	14.5				

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.2		15.0		11.5		11.3		11.2		11.3		9.7		8.7	
26		24		18		17		17		17		16		15	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2		3.8		2.9		2.7		3.1		3.2		2.6		2.4	
7		6		5		4		5		5		4		4	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2		3.2		3.6		4.1		3.3		2.8		2.5		2.2	
4		5		6		6		5		4		4		4	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.3		6.0		5.5		6.7		7.2		6.8		6.4		5.6	
9		10		9		10		11		10		10		10	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4		2.1		3.1		3.5		3.6		3.4		3.0		2.2	
4		3		5		5		5		5		5		4	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	56.8	59.4	59.7	61.2	62.6	64.3	64.8	65.5	63.7	63.7	63.3	63.2	59.4	56.6	54.4	52.9

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WHO'S THE BOSS?	WONDER YEARS	MOONLIGHTING (PAE)	THIRTYSOMETHING (PAE)
19,310	17,280	16,300	13,380
21.8	19.5	18.4	15.1
34	30	29	27
20.7	23.0	17.8	15.9
	19.5	18.1	15.1
	19.6	18.8	14.8
			14.7 *
			27 *
			14.6

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

TRIAL & ERROR	MY SISTER SAM	COMING OF AGE	FRANK'S PLACE (PAE)	CAGNEY & LACEY
4,520	6,110	6,730	6,110	9,480
5.1	6.9	7.6	6.9	10.7
8	11	12	11	19
5.3	5.0	7.5	6.7	10.3
	6.6	7.2	7.0	10.8
				10.8 *
				10.8 *
				10.7

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MATLOCK	IN THE HEAT OF THE NIGHT	CRIME STORY
17,010	14,880	10,540
19.2	16.8	11.9
30	26	21
18.0	16.7	12.7
18.4 *	16.7 *	12.2 *
29 *	26 *	21 *
18.8	16.6	11.7
20.1	17.1	11.5
		11.5
		11.6
		11.5 *
		21 *
		11.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.1	14.3	11.5	11.5	12.1	11.1	10.5	8.4
28	24	18	18	19	18	18	16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.5	3.8	2.8	3.3	3.7	3.6	2.8	2.1
8	6	4	5	6	6	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.5	3.0	2.7	3.8	4.1	3.0	2.5
3	4	5	4	6	6	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.1	6.4	6.0	6.4	7.0	6.6	6.8	5.8
10	11	9	10	11	10	12	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5	2.0	2.6	3.1	3.1	3.1	4.1	4.3
3	3	4	5	5	5	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.4	56.1	57.6	59.0	59.6	61.2	62.0	62.8	61.8	61.4	61.5	60.6	57.5	56.1	53.9	51.4

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

GROWING PAINS (R)	HEAD OF THE CLASS	HEARTBEAT (PAE)
16,830	16,130	13,020
19.0	18.2	14.7
31	29	25
18.4	19.6	17.0
	18.3	15.5
	18.2	15.5
		14.8
		14.7
		13.9
		13.5
		13.1

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HIGH MOUNTAIN RANGERS SP.	JAKE AND THE FATMAN (PAE)	EQUALIZER
7,350	10,720	11,700
8.3	12.1	12.8
14	20	21
8.2	10.9	13.1
	11.8	13.3
	12.5	13.6
		13.0
		12.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

AARON'S WAY	HIGHWAY TO HEAVEN	A YEAR IN THE LIFE
13,560	12,400	9,570
15.3	14.0	14.1
25	23	23
13.7	13.9	14.0
	14.0	11.1
	14.3	11.0
		10.8
		10.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.6	14.4	11.1	10.8	11.1	11.3	10.7	8.9
26	25	18	17	18	18	19	17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.9	3.6	2.6	2.7	3.1	3.1	2.7	2.1
7	6	4	4	5	5	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.2	2.9	3.3	2.7	2.4	2.1	1.7
3	4	5	5	4	4	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9	6.5	6.1	6.6	7.2	6.7	6.2	6.1
11	11	10	11	12	11	11	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.2	2.4	2.6	3.6	3.4	4.3	3.3
4	4	4	4	6	6	8	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

NATIONAL TV AUDIENCE ESTIMATES																	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
HUT		55.0	57.0	57.9	60.2	60.9	62.4	62.5	63.3	62.1	62.6	60.8	59.6	55.7	54.3	53.0	51.3
<div>ABC TV</div> <div>AVERAGE AUDIENCE (Hhds (000) & %) {</div> <div>SHARE AUDIENCE %</div> <div>AVG. AUD. BY 1/4 HR %</div> <div>PROBE</div> <div>HOTEL (R)(PAE)</div> <div>BUCK JAMES (PAE)</div> <div>8,060</div> <div>9.1</div> <div>8.7</div> <div>*</div> <div>9.6</div> <div>*</div> <div>9.0</div> <div>8.2</div> <div>*</div> <div>9.9</div> <div>*</div> <div>9,300</div> <div>10.5</div> <div>10.3</div> <div>*</div> <div>10.7</div> <div>*</div> <div>15</div> <div>14</div> <div>*</div> <div>15</div> <div>*</div> <div>13</div> <div>16</div> <div>*</div> <div>20</div> <div>19</div> <div>*</div> <div>10.8</div> <div>21</div> <div>*</div> <div>8.9</div> <div>8.5</div> <div>9.3</div> <div>9.8</div> <div>8.0</div> <div>8.4</div> <div>9.5</div> <div>10.3</div> <div>10.1</div> <div>10.5</div> <div>10.6</div> <div>10.8</div>																	
<div>CBS TV</div> <div>AVERAGE AUDIENCE (Hhds (000) & %) {</div> <div>SHARE AUDIENCE %</div> <div>AVG. AUD. BY 1/4 HR %</div> <div>CBS NCAA BSKBL CHMP TH 1 VILLANOVA VS KENTUCKY, RHODE ISLAND VS DUKE (MULTI SEGMENT)(PAE)</div> <div>(1)</div> <div>9,300</div> <div>10.5</div> <div>8.0</div> <div>*</div> <div>9.5</div> <div>*</div> <div>10.6</div> <div>*</div> <div>13.1</div> <div>*</div> <div>8,680</div> <div>9.8</div> <div>11.4</div> <div>*</div> <div>11.3</div> <div>*</div> <div>18</div> <div>14</div> <div>*</div> <div>16</div> <div>*</div> <div>18</div> <div>22</div> <div>*</div> <div>21</div> <div>20</div> <div>*</div> <div>11.2</div> <div>21</div> <div>*</div> <div>7.9</div> <div>8.3</div> <div>9.5</div> <div>9.5</div> <div>10.5</div> <div>10.8</div> <div>12.6</div> <div>13.6</div> <div>11.4</div> <div>11.3</div> <div>11.4</div>																	
<div>NBC TV</div> <div>AVERAGE AUDIENCE (Hhds (000) & %) {</div> <div>SHARE AUDIENCE %</div> <div>AVG. AUD. BY 1/4 HR %</div> <div>BILL COSBY SHOW</div> <div>A DIFFERENT WORLD</div> <div>CHEERS</div> <div>DAYS & NIGHTS- MOLLY DODD</div> <div>BRONX ZOO SPECIAL</div> <div>24,810</div> <div>28.0</div> <div>45</div> <div>26.4</div> <div>29.6</div> <div>23,480</div> <div>26.5</div> <div>42</div> <div>26.4</div> <div>26.6</div> <div>22,240</div> <div>25.1</div> <div>40</div> <div>24.9</div> <div>25.2</div> <div>15,240</div> <div>17.2</div> <div>29</div> <div>18.3</div> <div>16.1</div> <div>11,960</div> <div>13.5</div> <div>25</div> <div>13.9</div> <div>13.6</div> <div>*</div> <div>25</div> <div>*</div> <div>13.3</div> <div>13.4</div> <div>13.3</div> <div>*</div> <div>26</div> <div>*</div> <div>13.2</div>																	
<div>INDEPENDENTS (INCL. SUPERSTATIONS)</div> <div>AVERAGE AUDIENCE</div> <div>SHARE AUDIENCE %</div> <div>14.7</div> <div>26</div> <div>14.4</div> <div>24</div> <div>11.2</div> <div>18</div> <div>12.0</div> <div>19</div> <div>12.1</div> <div>19</div> <div>13.0</div> <div>22</div> <div>12.4</div> <div>23</div> <div>10.7</div> <div>21</div>																	
<div>SUPERSTATIONS</div> <div>AVERAGE AUDIENCE</div> <div>SHARE AUDIENCE %</div> <div>4.2</div> <div>8</div> <div>3.7</div> <div>6</div> <div>3.2</div> <div>5</div> <div>3.1</div> <div>5</div> <div>3.2</div> <div>5</div> <div>3.5</div> <div>6</div> <div>3.5</div> <div>6</div> <div>3.4</div> <div>7</div>																	
<div>PBS</div> <div>AVERAGE AUDIENCE</div> <div>SHARE AUDIENCE %</div> <div>1.7</div> <div>3</div> <div>2.1</div> <div>4</div> <div>2.9</div> <div>5</div> <div>2.6</div> <div>4</div> <div>3.0</div> <div>5</div> <div>3.1</div> <div>5</div> <div>2.3</div> <div>4</div> <div>2.1</div> <div>4</div>																	
<div>CABLE ORIG.</div> <div>AVERAGE AUDIENCE</div> <div>SHARE AUDIENCE %</div> <div>5.5</div> <div>10</div> <div>6.1</div> <div>10</div> <div>5.4</div> <div>9</div> <div>6.5</div> <div>10</div> <div>5.9</div> <div>9</div> <div>6.0</div> <div>10</div> <div>6.0</div> <div>11</div> <div>5.3</div> <div>10</div>																	
<div>PAY SERVICES</div> <div>AVERAGE AUDIENCE</div> <div>SHARE AUDIENCE %</div> <div>1.4</div> <div>3</div> <div>1.4</div> <div>2</div> <div>1.2</div> <div>2</div> <div>1.6</div> <div>3</div> <div>2.4</div> <div>4</div> <div>2.8</div> <div>5</div> <div>3.4</div> <div>6</div> <div>3.2</div> <div>6</div>																	

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.8	51.9	52.3	54.1	54.3	55.6	56.2	57.5	57.1	57.0	55.9	55.9	54.6	53.8	52.6	51.1

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

PERFECT STRANGERS		FULL HOUSE (R)		MR. BELVEDERE (R)		FAMILY MAN (PAE)		← 20/20 (PAE)	
11,250		11,610		11,610		10,450		12,580	
12.7		13.1		13.1		11.8		14.2	14.6 *
23		23		23		21		27	27 *
12.1	13.2	12.8	13.3	13.2	13.0	11.6	12.0	14.6	14.6 * 14.0 13.6

CBS TV

AVERAGE AUDIENCE	{
(Hhlds (000) & %)	%
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	

	CBS	NCAA	BSKBL	CHMP	FR 1		(1)
	MICHIGAN VS UNC.	KANSAS VS VANDERBILT	(MULTI SEGMENT)	(PAE)			
8,590						7,620	
9.7	8.3 *		9.0 *		9.8 *	11.4 *	8.6 *
18	16 *		16 *		18 *	20 *	18 *
8.4	8.2	8.7	9.3	9.7	9.9	11.0	11.8
							9.1
							9.1
							9.0

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%
12-11P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0
9-10P	10.0
11-12M	10.0
12-1P	10.0
1-2P	10.0
3-4P	10.0
5-6P	10.0
7-8P	10.0

<div style="border: 1px solid black; padding: 2px;">DISNEY'S TOTALLY MINNIE</div>				NIGHT COURT	BEVERLY HILL'S BUNTZ	<div style="text-align: center;">← MIAMI VICE → (R)</div>	
10,100			11,080	9,130	11,250		
11.4	11.3 *		11.5 * 12.5	10.3	12.7	12.2 *	13.2 *
20	21 *		20 * 22	18	24	23 *	25 *
11.2	11.3	11.5	11.5 12.1	10.4	10.2 11.7	12.6	13.0 13.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1,000,000	1.0
2. <i>THE MENTALIST</i>	900,000	0.9
3. <i>THE MENTALIST</i>	800,000	0.8
4. <i>THE MENTALIST</i>	700,000	0.7
5. <i>THE MENTALIST</i>	600,000	0.6
6. <i>THE MENTALIST</i>	500,000	0.5
7. <i>THE MENTALIST</i>	400,000	0.4
8. <i>THE MENTALIST</i>	300,000	0.3
9. <i>THE MENTALIST</i>	200,000	0.2
10. <i>THE MENTALIST</i>	100,000	0.1

12.8 25	12.4 23	12.3 22	12.8 22	12.6 22	12.9 23	10.3 19	8.9 17
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SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

3.4 7	3.0 6	3.1 6	2.9 5	3.2 6	3.5 6	3.3 6	2.5 5
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PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

1.7 3	2.3 4	2.7 5	2.5 4	1.7 3	1.7 3	1.6 3	1.4 3
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CABLE ORIG.

	AVERAGE AUDIENCE SHARE	AUDIENCE %
1	10.0	10.0
2	9.0	9.0
3	8.0	8.0
4	7.0	7.0
5	6.0	6.0
6	5.0	5.0
7	4.0	4.0
8	3.0	3.0
9	2.0	2.0
10	1.0	1.0
11	0.5	0.5
12	0.2	0.2
13	0.1	0.1
14	0.0	0.0
15	0.0	0.0
16	0.0	0.0
17	0.0	0.0
18	0.0	0.0
19	0.0	0.0
20	0.0	0.0
21	0.0	0.0
22	0.0	0.0
23	0.0	0.0
24	0.0	0.0
25	0.0	0.0
26	0.0	0.0
27	0.0	0.0
28	0.0	0.0
29	0.0	0.0
30	0.0	0.0
31	0.0	0.0
32	0.0	0.0
33	0.0	0.0
34	0.0	0.0
35	0.0	0.0
36	0.0	0.0
37	0.0	0.0
38	0.0	0.0
39	0.0	0.0
40	0.0	0.0
41	0.0	0.0
42	0.0	0.0
43	0.0	0.0
44	0.0	0.0
45	0.0	0.0
46	0.0	0.0
47	0.0	0.0
48	0.0	0.0
49	0.0	0.0
50	0.0	0.0
51	0.0	0.0
52	0.0	0.0
53	0.0	0.0
54	0.0	0.0
55	0.0	0.0
56	0.0	0.0
57	0.0	0.0
58	0.0	0.0
59	0.0	0.0
60	0.0	0.0
61	0.0	0.0
62	0.0	0.0
63	0.0	0.0
64	0.0	0.0
65	0.0	0.0
66	0.0	0.0
67	0.0	0.0
68	0.0	0.0
69	0.0	0.0
70	0.0	0.0
71	0.0	0.0
72	0.0	0.0
73	0.0	0.0
74	0.0	0.0
75	0.0	0.0
76	0.0	0.0
77	0.0	0.0
78	0.0	0.0
79	0.0	0.0
80	0.0	0.0
81	0.0	0.0
82	0.0	0.0
83	0.0	0.0
84	0.0	0.0
85	0.0	0.0
86	0.0	0.0
87	0.0	0.0
88	0.0	0.0
89	0.0	0.0
90	0.0	0.0
91	0.0	0.0
92	0.0	0.0
93	0.0	0.0
94	0.0	0.0
95	0.0	0.0
96	0.0	0.0
97	0.0	0.0
98	0.0	0.0
99	0.0	0.0
100	0.0	0.0

6.1	6.1	6.3	6.7	6.1	6.5	6.0	5.4
12	11	11	12	11	12	11	10

PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST</</i>		

1.9	2.2	4.3	4.7	4.5	4.1	3.9	4.2
4	4	8	8	8	7	7	8

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NCAA BSKBL CHMP FR 2, PURDUE VS KANSAS STATE, ARIZONA VS IOWA, (PAE), CBS, (10:07-12:32), (S)

For explanation of symbols. See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	38.2	35.5	32.7	30.3	27.4	24.9	22.2	20.8	18.9	17.1	15.4	14.3	12.8	12.0

ABC TV

(1)
 AVERAGE AUDIENCE { 1,680
 (Hhds (000) & %) 1.9
 SHARE AUDIENCE % 6
 AVG. AUD. BY 1/4 HR % 1.9

CBS TV

AVERAGE AUDIENCE {
 (Hhds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

← SATURDAY NIGHT → (PAE)
 (11:30-12:50)(PAE)
 AVERAGE AUDIENCE { 7,090
 (Hhds (000) & %) 8.0
 SHARE AUDIENCE % 25
 AVG. AUD. BY 1/4 HR % 9.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 8.3 7.7 7.0 6.0 4.8 4.4 3.9
 SHARE AUDIENCE % 22 24 27 28 27 30 31

SUPERSTATIONS

AVERAGE AUDIENCE 2.0 2.2 2.0 1.6 1.4 1.1 1.0
 SHARE AUDIENCE % 5 7 8 7 8 7 8

PBS

AVERAGE AUDIENCE 1.4 0.9 0.6 0.5 0.3 0.2 0.1
 SHARE AUDIENCE % 4 3 2 2 2 1 1

CABLE ORIG.

AVERAGE AUDIENCE 5.1 4.3 3.5 3.1 2.8 2.1 1.6
 SHARE AUDIENCE % 14 14 13 14 16 14 13

PAY SERVICES

AVERAGE AUDIENCE 4.1 4.0 3.1 2.9 2.5 2.5 2.2
 SHARE AUDIENCE % 11 13 12 13 14 17 18

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	53.1	56.4	58.3	60.6	62.4	64.1	65.1	66.4	66.5	65.6	65.1	64.8	63.2	61.4	60.0	58.2	49.8	43.4

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	DISNEY SUNDAY MOVIE LITTLE SPIES, PT.2 (R)				SUPERCARRIER				ABC SUNDAY NIGHT MOVIE TOOTSIE (9:00-11:17)(R)(PAE)									
	6,820	7.1 *			7,890	8.3 *	8.9	8.3 *	9.5 *	10,810	12.2 *	11.3 *	12.4 *		12.5 *		11.9 *	13.4 *
	7.7	13 *			8.9	14 *	14	13 *	14 *	20	17 *		19 *		20 *		20 *	27 *
	6.9	7.3	8.1	8.5	8.3	8.3	9.2	9.8	11.0	11.6	12.3	12.5	12.9	12.1	11.7	12.2	13.4	13.3

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	60 MINUTES				MURDER, SHE WROTE				CBS SUNDAY MOVIE TOO YOUNG THE HERO (PAE)						CBS SUNDAY NEWS			
	19,050	20.5 *			19,760	22.5 *	22.3	21.7 *	22.9 *	18,340	20.7	19.5 *	20.3 *		21.7 *		21.4 *	2,660
	21.5	37 *			22.3	38 *	35	34 *	35 *	33	30 *		32 *		36 *		37 *	6
	19.6	21.5	22.4	22.6	21.3	22.2	23.0	22.9	19.1	19.8	19.9	20.6	21.5	21.8	22.0	20.8	3.0	

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	OUR HOUSE (R)				FAMILY TIES (R)		DAY BY DAY		NBC SUNDAY NIGHT MOVIE GORE VIDAL'S LINCOLN, PART 1									
	7,440	7.7 *			13,730	15.5	12,230	14,710	16.6	18.5 *	17.2 *		15.6 *		15.0 *		15.0 *	
	8.4	14 *			15.5	24	13.8	16.6	26	28 *	27 *		25 *		25 *		25 *	
	7.3	8.2	8.5	9.5	14.8	16.2	13.2	14.3	19.2	17.9	17.6	16.8	15.8	15.4	15.0	15.0		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

	13.2		13.5		10.2		12.3		11.3		10.1		8.0		6.3		5.1	
	24		23		16		19		17		16		13		11		11	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.9		2.9		3.2		3.1		3.2		3.5		2.6		2.0		1.4	
	5		5		5		5		5		5		4		3		3	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.0		2.4		4.1		4.9		2.9		2.6		2.1		1.6		1.1	
	4		4		6		7		4		4		3		3		2	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	5.6		6.0		6.1		5.4		5.1		4.6		4.0		3.8		3.3	
	10		10		10		8		8		7		6		6		7	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.0		1.9		2.4		2.5		3.6		3.9		4.4		4.0		2.5	
	4		3		4		4		5		6		7		7		5	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	34.6	30.2	25.2	22.8	20.1	18.4	15.9	14.4	12.5	11.1	9.5	8.6	7.9	7.3				

ABC TV

AVERAGE AUDIENCE (Hhids (000) & %)	{	1,510
SHARE AUDIENCE	%	1.7
AVG. AUD. BY 1/4 HR	%	9
		1.7

CBS TV

AVERAGE AUDIENCE (Hhids (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

AVERAGE AUDIENCE (Hhids (000) & %)	{	2,220
SHARE AUDIENCE	%	2.5
AVG. AUD. BY 1/4 HR	%	8
		2.5

(2) (PAE)

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	5.4	4.7	3.7	3.2	2.4	1.8	1.8
SHARE AUDIENCE %	17	20	19	21	20	20	24

SUPERSTATIONS

AVERAGE AUDIENCE	1.3	1.3	1.0	0.9	0.7 ^	0.6 ^	0.5 ^
SHARE AUDIENCE %	4	5	5	6	6 ^	7 ^	7 ^

PBS

AVERAGE AUDIENCE	1.4	0.8	0.6 ^	0.2 ^	0.1 v	<<	<<
SHARE AUDIENCE %	4	3	3 ^	1 ^	1 v	<<	<<

CABLE ORIG.

AVERAGE AUDIENCE	3.1	2.8	2.2	1.6	1.2	0.9	1.0
SHARE AUDIENCE %	10	12	11	11	10	10	13

PAY SERVICES

AVERAGE AUDIENCE	2.9	2.5	2.7	2.4	2.3	2.1	1.8
SHARE AUDIENCE %	9	10	14	16	19	23	24

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN, ABC, (12:00-12:15)
 (2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.7	10.5	13.2	16.1	19.3	21.2	22.1	22.4	22.6	23.0	22.7	22.4	22.5	22.9	22.8	22.9	21.7	21.9

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)										
	1,200		1,980				3,770				3,860							
	1.4		2.2				4.3				4.4							
	13		14				19				19							
	1.4		2.2				4.3	4.2			4.3	4.4						

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

		CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2							BLACKOUT	
		1,200				2,040				1,900							1,840	
		1.4				2.3				2.1							2.1	
		12				10				9							10	
		1.2	1.5			2.4	2.3			2.1	2.2						2.0	2.2

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)										SALE OF THE CENTURY	
	1,980					4,340				3,970							2,960	
	2.2					4.9				4.5							3.3	
	20					22				20							15	
	1.9	2.6				5.0	4.8			4.6	4.4						3.2	3.5

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		3.9		6.3		7.5		7.0		6.4		5.1		4.9		5.1	
20		26		31		34		31		28		22		22		23	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6		1.2		1.9		2.1		2.1		2.1		1.7		1.7		1.7	
6		8		9		9		9		9		8		8		8	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	^	0.2	^	0.5		0.9		1.3		1.5		1.5		1.4		1.1	
1	^	1	^	3		4		6		6		7		6		5	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.6		2.1		2.0		2.3		2.5		2.4		2.4		2.4	
13		11		10		9		10		11		11		11		11	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7		0.8		0.9		1.0		1.0		0.9		0.9		0.8		0.8	
7		5		5		4		5		4		4		3		4	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	21.9	22.0	22.2	22.6	22.9	23.7	24.9	25.6	26.0	26.8	27.9	28.7	28.3	28.4	27.5	27.8	27.8	28.0

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WHO'S THE BOSS?	THE M-F	HOME	RYAN'S HOPE	LOVING	ALL MY CHILDREN	ONE LIFE TO LIVE (PAE)
2,520	2,270	2,230	3,560	6,340	6,240	
2.8	2.6	2.5	4.0	7.2	7.0	7.0
13	11	10	15	25	25	25
2.7	3.0	2.6	2.6	3.8	7.3	7.1

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)	YOUNG AND THE RESTLESS	BOLD AND THE BEAUTIFUL	AS THE WORLD TURNS
2,590	4,180	5,490	7,090	4,870	5,850
2.9	4.7	6.2	8.0	5.5	6.6
13	21	27	30	19	24
2.8	3.0	5.9	8.0	5.6	6.6

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	DAYS OF OUR LIVES	ANOTHER WORLD (PAE)
3,300	4,890	3,920	2,910	3,400	5,780	4,180
3.7	5.5	4.4	3.3	3.8	6.5	4.7
17	24	19	13	15	23	17
3.7	5.4	4.4	3.3	3.7	6.3	4.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0	4.5	4.7	5.0	5.5	5.0	5.4	5.6	5.8
23	20	20	20	21	18	19	20	21

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	1.5	1.5	1.7	1.8	1.5	1.6	1.6	1.7
8	7	7	7	7	5	6	6	6

PBS*

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0	0.7	0.7	0.8	0.8	0.8	0.7	0.6	0.5
4	3	3	3	3	3	2	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4	2.5	2.3	2.6	2.4	2.4	2.7	3.1	3.1
11	11	10	10	9	9	10	11	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.7
3	3	4	3	3	3	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.2	28.2	29.2	30.2	30.7	32.5	34.0	36.0	37.2	39.5	41.1	43.0	48.1	50.1	51.4	53.5

ABC TV

← GENERAL HOSPITAL →

AVERAGE AUDIENCE { 6,700
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

7.6
27
7.4

7.5
27
7.5

*
*
7.6

7.6
26
7.6

ABC WORLD
NEWS TONIGHT

9,210
10.4
20
10.2 10.7

CBS TV

← GUIDING LIGHT (PAE) →

AVERAGE AUDIENCE { 5,460
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

6.2
22
6.0

6.0
22
6.1

*
*
6.4

6.3
21
6.3

CBS EVENING
NEWS-RATHER

9,290
10.5
21
10.4 10.5

NBC TV

← SANTA BARBARA →

AVERAGE AUDIENCE { 3,920
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

4.4
16
4.3

4.3
16
4.3

*
*
4.4

4.5
16
4.6

NBC NIGHTLY
NEWS

8,360
9.4
19
9.2 9.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
 SHARE AUDIENCE %

6.1
22

7.2
24

8.0
25

9.2
26

10.5
27

11.5
27

13.2
27

14.8
28

SUPERSTATIONS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.7
6

2.0
7

2.2
7

2.6
7

2.9
8

3.1
7

2.8
6

3.2
6

PBS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

0.5
2

0.7
2

1.0
3

1.3
4

1.3
3

1.2
3

1.2
2

1.3
2

CABLE ORIG.

AVERAGE AUDIENCE
 SHARE AUDIENCE %

3.2
12

3.5
12

3.7
12

4.0
11

4.2
11

4.4
11

4.8
10

5.5
11

PAY SERVICES

AVERAGE AUDIENCE
 SHARE AUDIENCE %

0.8
3

0.8
3

0.8
2

0.8
2

0.9
2

1.1
3

1.4
3

1.7
3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	8.5	10.3	12.0	13.7	17.1	19.7	22.0	24.0	25.7	27.5	27.5	28.8	29.5	30.2	29.5	29.7	30.4	30.9

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUPIES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS I	REAL GHOSTBUSTERS II	BUGS BUNNY & TWEETY SHOW
2,300	3,540	3,990	3,460	4,430	5,230	4,700
2.6	4.0	4.5	3.9	5.0	5.9	5.3
14	17	17	14	17	20	17
2.3	3.0	3.8	4.2	4.6	5.4	5.0
					6.0	5.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
2,040	3,630	4,160	4,780	5,490	3,190	3,100
2.3	4.1	4.7	5.4	6.2	3.6	3.5
11	18	18	19	21	13	12
2.0	2.6	4.0	4.7	6.0	3.7	3.5

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
3,630	4,340	5,230	5,760	5,670	5,940	5,140
4.1	4.9	5.9	6.5	6.4	6.7	5.8
22	21	22	23	21	23	19
3.6	4.6	4.6	5.1	5.9	6.0	5.9
						5.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6	3.5	4.1	4.5	4.8	5.6	5.6	6.2	7.0
28	27	22	20	18	20	19	21	23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8	1.2	1.6	1.9	1.7	1.9	1.3	1.6	2.3
9	9	9	8	6	7	4	5	8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.3	0.6	0.9	1.3	1.2	1.0	1.3	1.2
1	2	3	4	5	4	3	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	1.8	2.8	2.7	3.5	3.8	4.6	4.7	4.9
20	14	15	12	13	13	15	16	16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	1.5	1.8	2.2	2.6	2.6	2.4	2.1	2.3
13	12	10	10	10	9	8	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	29.5	29.6	29.0	29.7	30.0	30.3	30.5	30.6	29.8	29.7	29.7	29.9	31.2	32.5	33.4	34.1	34.4	33.9

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	FLINTSTONE KIDS	ANIMAL CRACK- UPS	HEALTH SHOW	SHEARSON INT'L TENNIS-SAT										PRO BOWLERS TOUR (3:00-4:30)				
	3,720	3,100	1,510		1,330										3,810			
	4.2	3.5	1.7		1.5		1.6 *		1.5 *		1.3 *		1.8 *		4.3		3.8 *	4.3 *
	14	12	6		5		5 *		5 *		4 *		6 *		12		11 *	12 *
	4.4	4.0	3.4	3.7	1.8	1.6	1.6	1.5	1.6	1.4	1.2	1.3	1.6	1.9	3.7	3.9	4.0	4.6

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	DENNIS THE MENACE	CBS SPORTS SATURDAY WORLD FIGURE SKATING CHAMPSHIPS							(1)	CBS NCAA BSKBL CHAMP-SA-1 DUKE VS TEMPLE (1:50-3:57)(PAE)							(2)
{ % %	2,660	4,700						5,400	7,180							8,420	
	3.0	5.3	4.0 *		5.1 *		6.9 *	6.1	8.1		7.6 *		8.2 *		8.3 *	9.5	
	10	17	13 *		17 *		23 *	20	25		26 *		26 *		25 *	26	
	3.0	3.0	3.9	4.1	5.0	5.2	6.7	7.1	6.1	6.6	7.5	7.8	8.2	8.2	8.3	8.4	8.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	NEW ARCHIES	FOOFUR (PAE)	I'M TELLING															
	4,780	3,540	2,390															
	5.4	4.0	2.7															
	18	14	9															
	5.4	5.4	3.9	4.1	2.7	2.6												

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

	7.4		8.0		9.1		8.3		8.1		7.5		7.9		8.4		8.5
	25		27		30		27		27		25		25		25		25

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.5		2.4		2.7		2.6		2.0		1.9		1.8		1.7		1.9
	8		8		9		8		7		6		6		5		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.3		1.3		1.7		1.9		1.9		1.6		1.9		1.8		2.0
	4		4		6		6		6		5		6		5		6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.3		4.4		5.4		5.7		6.3		6.0		6.2		6.5		6.4
	15		15		18		19		21		20		19		19		19

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.7		2.6		2.6		2.1		2.0		1.9		2.1		2.3		2.2
	9		9		9		7		7		6		7		7		6

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NCAA BSKBL CHAMP PRE (PAE), CBS (1:30-1:50) (S)

(2) CBS NCAA BSKBL CHAMP-SA-2, VILLANOVA VS OKLAHOMA, (PAE), CBS, (3:57-6:00)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	34.1	34.4	35.2	35.4	36.3	37.5	38.7	39.3	39.9	40.4	41.0	42.9						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PRO BOWLERS
TOUR
(3:00-4:30)

← ABC WIDE WORLD-SPORTS SAT →

ABC WRLD NEWS
TONIGHT-SAT

			4,520															
	4.8	*	5.1		4.4	*		4.8	*		6.2	*						
	13	*	13		12	*		13	*		15	*						
	4.9		4.6		4.2		4.5	5.1		5.6	6.9							

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS NCAA BSKBL CHAMP-SA-2
VILLANOVA VS OKLAHOMA
(3:57-6:00)(PAE)

CBS SAT. NEWS-
SCHIEFFER

		8.6	*		9.1	*		10.3	*		10.0	*						
		25	*		26	*		28	*		26	*						
	8.4	8.9		9.2	8.9		10.0	10.7		11.0	9.0							

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← PLAYERS CHAMPIONSHIP-SAT →

NBC NIGHTLY
NEWS-SAT.

	2,220																	
	2.5		2.8	*		2.5	*		2.2	*		2.6	*					
	7		8	*		7	*		6	*		7	*					
	3.1		2.5		2.4	2.6		2.2	2.1		2.0	3.2						

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

	9.0		10.6		10.9		11.2		11.3		12.8
	26		30		30		29		28		30

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.9		2.6		2.5		2.6		3.3		3.8
	6		7		7		7		8		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.3		2.1		1.8		2.2		2.4		2.3
	7		6		5		6		6		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	5.9		6.0		6.4		6.7		6.1		5.9
	17		17		17		17		15		14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.2		2.2		2.5		2.3		2.5		2.4
	6		6		7		6		6		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.6	8.9	10.2	11.7	14.9	16.9	18.7	20.6	21.9	23.3	24.9	26.1	26.4	26.7	27.5	28.3	28.8	29.6

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,100																		
3.5	2.9	*							3.8	*			3.9	*	2.4			
14	13	*							15	*			15	*	8			
2.6	3.2							3.7	3.8		3.9		3.8		2.5		2.2	

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,860																		
2.1	1.6	*				2.3	*		2.3	*	1,770							
10	10	*				11	*		10	*	8							
1.6	1.6		2.2		2.4	2.4		2.3	2.0		2.1							

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3		3.2		5.5		6.8		7.7		8.8		9.0		9.8		11.2
28		29		35		35		34		35		34		35		38

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6	^	1.0		2.1		2.7		2.9		3.3		3.4		3.6		4.0
7	^	9		13		14		13		13		13		13		14

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.3	^	0.5	^	0.8		1.3		1.9		1.8		1.8		1.5		1.2
4	^	5	^	5		7		8		7		7		5		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1		3.0		3.5		4.1		4.7		4.9		5.7		6.1		6.2
25		27		22		21		21		19		21		22		21

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9		1.1		1.6		1.8		1.9		2.1		2.4		2.7		2.9
11		10		10		9		8		8		9		10		10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	29.4	28.9	28.9	30.0	30.5	31.2	31.2	32.3	33.2	33.8	33.9	34.3	34.4	34.8	34.6	35.7	35.9	35.8

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

SHEARSON INT'L TENNIS-SUN
(MULTI SEGMENT)(PAE)

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

2,480				890					1,590									
2.8	2.5 *		3.0 *	1.0					1.8	1.7 *		1.6 *		1.7 *		1.7 *		1.8 *
10	9 *		10 *	3					5	5 *		5 *		5 *		5 *		5 *
2.4	2.7	2.8	3.3	1.0	1.0				1.8	1.6	1.6	1.5	1.8	1.5	1.7	1.7	1.7	1.8

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

←CBS SPORTS SUNDAY
WORLD FIGURE SKATING CHAMPSHIPS

(1)

CBS NCAA BSKBL CHMP-SPC-1
KANSAS STATE VS KANSAS
(1:50-3:56)(PAE)

(2)

4,520									6,380	7,710								9,660
5.1	3.6 *		5.1 *					6.5 *	7.2	8.7		8.4 *		8.3 *		9.2 *		10.9
17	13 *		17 *					21	22	25		25 *		24 *		26 *		28
3.2	3.9	5.0	5.3	6.1	6.9			7.0	8.4	8.5	8.3	8.3	8.3	9.0	9.3	9.4	9.4	8.9

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PLAYERS CHAMPIONSHIP-SUN
(2:00-6:05)

											3,190							
											3.6	2.9 *		3.2 *		3.3 *		3.5 *
											10	9 *		9 *		9 *		10 *
											3.0	2.9	3.0	3.4	3.3	3.4	3.4	3.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.2		11.7		12.2		10.3		10.6		11.2		11.5		10.5		10.8
42		40		40		32		32		33		33		30		30

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0		4.7		4.6		3.3		3.0		3.3		3.2		3.2		2.9
17		16		15		10		9		10		9		9		8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.1		1.6		1.3		1.1		0.9		0.9		1.3		1.7
4		4		5		4		3		3		3		4		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0		6.3		5.5		6.1		6.2		5.9		6.0		6.5		6.6
21		21		18		19		19		17		17		18		18

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		2.7		2.9		3.3		3.5		3.4		3.3		3.2		3.2
9		9		9		10		10		10		10		9		9

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NCAA BSKBL CHMP PRE-1(PAE), CBS, (1:30-1:50), (S)

(2) CBS NCAA BSKBL CHMP-SPC-2, ARIZONA VS NORTH CAROLINA, (PAE), CBS, (3:56-6:02), (S)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	36.8	37.6	37.7	38.6	39.5	40.6	41.6	42.9	43.8	44.7	45.6	46.7						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

SHEARSON INT'L TENNIS-SUN
(MULTI SEGMENT)(PAE)

ABC WRLD NEWS
TONIGHT-SUN

		1.8 *		1.9 *		1.4 *					4,780	
		5 *		5 *		3 *					5.4	
											11	
	1.7	1.9	1.8	2.0	1.4	1.3	1.3				5.3	5.6

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS NCAA BSKBL CHMP-SPC-2
ARIZONA VS NORTH CAROLINA
(3:56-6:02)(PAE)

CBS EVENING
NEWS-SUNDAY
(PAE)

		9.7 *		10.5 *		11.6 *		12.0 *	6,910			
		26 *		27 *		29 *		28 *	7.8			
									17			
	9.3	10.2	10.6	10.3	11.2	12.1	12.3	11.7	7.4	8.1		

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PLAYERS CHAMPIONSHIP-SUN
(2:00-6:05)

NBC NIGHTLY
NEWS-SUN

		3.6 *		3.5 *		4.0 *		4.8 *			5,850	
		10 *		9 *		10 *		11 *			6.6	
											14	
	3.7	3.5	3.3	3.7	4.0	3.9	4.3	5.2	5.8		6.5	6.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.0		12.6		12.8		14.1		14.5		14.6	
32		33		32		33		33		32	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.6		4.0		4.3		5.0		5.3		3.9	
10		10		11		12		12		8	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		1.4		2.0		1.9		1.6		1.8	
5		4		5		4		4		4	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.5		6.5		6.2		5.9		6.4		6.4	
17		17		15		14		14		14	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9		3.1		3.0		2.5		2.5		2.9	
8		8		7		6		6		6	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, MARCH 26, 1988

PROGRAM NAME	START TIME	DURA TION	NET	HOUSEHOLDS WITH ANY CHILD:					
				UNDER 18 AA% (0,000)		UNDER 12 AA% (0,000)		UNDER 6 AA% (0,000)	
ALF-SAT MORN	10.00AM	30	NBC	13.8	465	14.5	362	14.5	230
ALL NEW POUND PUPPIES	8.30AM	30	ABC	8.7	293	10.8	269	11.0	175
ALVIN AND THE CHIPMUNKS	10.30AM	30	NBC	14.2	480	15.0	375	14.7	234
ANIMAL CRACK-UPS	12.00NN	30	ABC	6.0	203	6.2	155	5.3	84
BUGS BUNNY & TWEETY SHOW	11.00AM	30	ABC	9.5	322	9.5	238	9.4	150
DENNIS THE MENACE	11.30AM	30	CBS	5.9	200	7.2	179	8.2	131
FLINTSTONE KIDS	11.30AM	30	ABC	7.8	265	8.2	205	7.6	121
FOOFUR	12.00NN	30	NBC	8.0	269	8.5	212	9.1	145
FRAGGLE ROCK	11.00AM	30	NBC	12.0	404	13.2	330	12.9	206
GUMMI BEARS	8.00AM	30	NBC	8.8	299	10.6	263	10.5	167
HELLO KITTY	8.00AM	30	CBS	4.7	157	5.9	148	6.1	97
I'M TELLING	12.30PM	30	NBC	5.4	182	5.7	141	5.3	84
LITTLE CLOWNS-HAPPYTOWN	8.00AM	30	ABC	5.2	175	6.1	153	6.5	103
LITTLE WIZARDS	9.30AM	30	ABC	8.0	272	9.6	239	9.7	154
MIGHTY MOUSE	10.30AM	30	CBS	7.1	240	8.4	208	9.7	154
MUPPET BABIES I	8.30AM	30	CBS	8.5	287	10.8	269	11.6	184
MUPPET BABIES II	9.00AM	30	CBS	9.6	326	12.2	303	13.3	211
MUPPET BABIES III	9.30AM	30	CBS	11.1	377	14.1	351	14.5	230
MY PET MONSTER	9.00AM	30	ABC	9.5	322	11.8	293	11.5	183
NEW ARCHIES	11.30AM	30	NBC	10.8	364	11.4	283	12.0	191
PEE WEE'S PLAYHOUSE	10.00AM	30	CBS	12.4	418	15.4	385	17.4	277

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN

FOR CHILDRENS PROGRAMS

SATURDAY, MARCH 26, 1988

PROGRAM NAME START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:						
		NET	UNDER 18 AA% (0,000)		UNDER 12 AA% (0,000)		UNDER 6 AA% (0,000)	
POPEYE & SON								
11.00AM	30	CBS	7.0	238	8.6	216	9.3	148
REAL GHOSTBUSTERS I								
10.00AM	30	ABC	10.0	338	11.4	284	11.3	180
REAL GHOSTBUSTERS II								
10.30AM	30	ABC	11.7	396	12.8	319	12.6	201
SMURFS I								
8.30AM	30	NBC	10.2	344	12.1	302	12.0	192
SMURFS II								
9.00AM	30	NBC	12.0	407	13.9	346	14.3	227
SMURFS III								
9.30AM	30	NBC	13.5	457	15.2	380	15.5	246

UE:33810

UE:24940

UE:15920

INTAB:963

INTAB:737

INTAB:458

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS

<< - BELOW MINIMUM RATING STANDARDS

LT - BELOW MINIMUM PROJECTION STANDARDS